UCSF newsbreak

NEWS FOR THE UCSF CAMPUS COMMUNITY VOL. 14, NO. 5 MARCH 5, 1999

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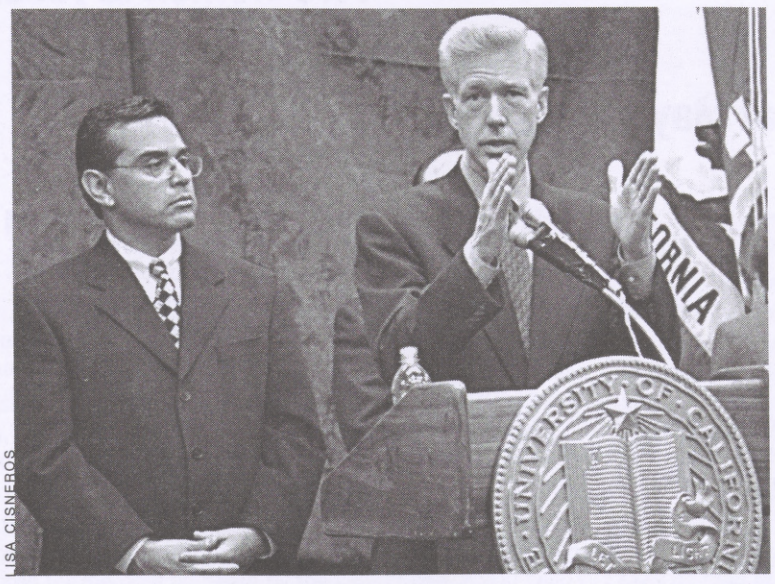

LISA CISNEROS

Gov. Gray Davis, right, and Assembly Speaker Antonio Villaraigosa at a press conference at UCSF.

Davis backs new path for eligibility

In his first visit to UCSF since his election, Governor Gray Davis appealed to the UC Board of Regents on Feb. 18 to open the University of California to more students from low-performing schools.

Davis supports a plan to expand eligibility to UC for students who graduate in the top 4 percent at their high schools. He urged Regents to vote on the idea separate from other faculty-proposed changes to UC freshman eligibility requirements.

Davis says the plan would not circumvent the race-blind policies approved by the Regents in 1995 and a year later by voters in a statewide initiative.

"This is not a back-door attempt to reverse Proposition 209," Davis said at a news conference at Laurel Heights while Regents were still meeting on the issue. "It's a front-door path to every student who excels. More minorities will come. More Anglos will come. Whether the overall percentages will go up or down is anyone's guess."

Davis was joined at the podium by Assembly Speaker Antonio Villaraigosa and Lt. Governor Cruz Bustamante, among others.

During the meeting, Regent Ward Connerly said he is concerned that the proposal not lower the academic quality of UC or serve as a "Trojan horse" for race-based programs.

Regents will consider the proposal at their meeting later this month.

Mission Bay: Planning for a new century

BY LISA CISNEROS

Expecting to break ground in October, University officials updated UC Regents recently on plans for UCSF's biomedical campus at Mission Bay.

The 43-acre campus — at the heart of a larger 303-acre site — will be the largest development in San Francisco since the building of Golden Gate Park.

"I and my colleagues at UCSF are determined to create at Mission Bay a glorious place for discovery, instruction and public service," Chancellor Mike Bishop told the Regents. "We will be setting the tone for a new cityscape and an entire neighborhood ... We simply must do this well."

UCSF officials appeared before the Regents' Committee on Grounds and Building on Feb. 18 to give a progress report.

Among the latest developments:

- All public trust land issues have been resolved;
- Among the new research programs, UCSF plans to create a center for advanced technology and a center for brain development.
- A draft of the master plan for the entire 2.65 million square feet of laboratory space, classrooms, support facilities and open space has been completed. The plan will be shared at a campuswide town hall meeting slated for noon Wednesday, March 31, in HSW 302.

UCSF officials will return to the Regents in a couple of weeks to present the designs for the first building, the capital improvement plan and business plan for the first phase of construction. Regents are expected to take action on these items when they meet at Laurel Heights on Thursday, March 18.

Depending on approval from the Regents, UCSF expects to demolish existing buildings on the first parcel in June and to begin construction of the foundation for the first building in September. A groundbreaking event is planned for October. Construction of the entire campus is expected to occur over a 15- to 20-year period.

"At full build out, Mission Bay will provide UCSF with the space it needs for decompression, expansion and consolidation, and will form the centerpiece of an exciting new San Francisco neighborhood," said Bruce Spaulding, vice chancellor for University Advancement and Planning.

The primary developer of the remaining 303-acre Mission Bay area, Catellus Development Corporation, plans to create an urban mixed-use community consisting of housing, commercial and light industrial ventures, open spaces, community facilities and supporting infrastructure, such as new streets and sewers.

While initial campus development will likely precede growth of the surrounding neighborhood, it's

(SEE MISSION BAY ON PAGE 7)

Debas says future bright, despite woes

BY PAULA MURPHY

Despite the storm clouds currently darkening the skies, Dean Haile Debas forecast a bright future for both UCSF and UCSF Stanford Health Care during his faculty address last week.

"I believe we are entering our most challenging time," Debas said. "I call upon each and every one of us to unite as a single community. I have no doubt that we will prevail and that the future for UCSF is bright."

Debas acknowledged in this mid-year review, which was attended by a capacity crowd at Cole Hall, that some — but not all — of the "pandemic of stress" on campus is due to the UCSF Stanford Health Care merger.

"The merger has been widely identified as the source of all the troubles and anxieties in the clinical departments," said Debas. "While the merger has indeed produced its share, there are other equally powerful pressure points completely unrelated to the merger."

Cuts in government reimbursement for health care services, changes in malpractice coverage, and the "inconvenience and aggravation" caused by the Medicare audit and compliance requirements also add to the stress, he said.

The growing pains of merging with Stanford's clinical enterprises have rippled through the campus. "Overnight the institution became something different, and the change has been experienced as a loss, a loss to be mourned," Debas said.

However, some pressures at UCSF have been eased by the merger, he said.

"UCSF Stanford Health Care has invested $100 million in information technology both to address the Y2K problem, and to establish an integrated financial and clinical system that will reduce costs and improve patient care," Debas said. "Of this amount, 60 percent will be invested in the north campus, $35 million of which is for the computing infrastructure here at UCSF. This is meeting a critical need on our campus caused by serious underinvestment over the years in information technology. I do not see how UCSF could have responded to its information crisis without the merger."

Debas also said that UCSF Stanford has provided $78 million to UCSF and Stanford medical schools, most of it to support chair and new faculty recruitment and new clinical programs. Of this, $5 million is new money with $2.5 million going to each school. UCSF has decided to allocate $1.25 million of the amount annually to support teaching, Debas said.

"We believed then and we believe now that our best shot at surviving this assault was by joining forces," he said.

(SEE DEBAS ON PAGE 7)

Bill proposes stable funding for poison control

BY CORRINNA KAARLELA

A bill introduced last week will provide a much-needed stable funding source for the California Poison Control System (CPCS), the state's toll-free phone network that answers calls from the public about poisoning emergencies.

Without new funds, the system will run out of money to support its operation and will be forced to close by November, officials say.

Over the past two years, CPCS managed more than 600,000 calls involving poisoning emergencies. More than half of these calls involved young children.

"Fortunately, someone was there to answer the phone when it rang, but if we don't do something soon, nobody will be there when we need them," says State Assemblyman Kevin Shelley (D-San Francisco/San Mateo), who sponsored the legislation.

Previous funding for CPCS has been "a patchwork affair," says Shelley. Under his proposal, the system will receive about $5 million a year toward the $6 million needed for operating costs through dedicated funding sources that could include hazardous chemical, pharmaceutical, and health insurance companies. The balance would come from state money already earmarked for the statewide network.

(SEE BILL ON PAGE 7)

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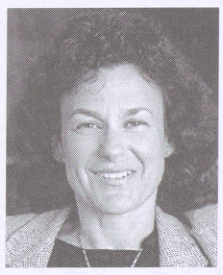
Lieberman to speak at Mayor's summit for women in April



Lieberman

Alicia F. Lieberman, UCSF professor of psychology and director of the Child Trauma Research Project at San Francisco General Hospital Medical Center, will be a featured speaker at the second annual Mayor's Summit for Women in San Francisco.

The summit, which is sponsored by San Francisco Mayor Willie Brown, will be held on Friday, April 16 at the Moscone Convention Center.

The theme of the summit is "Continuing to Give Today's Woman Direction for Tomorrow." The four topics of the one-day event will be "Our Health," "Our Education," "Our Families" and "Our Selves." Speakers include Oprah Winfrey; Delaine Eastin, state superintendent of public instruction; and Marianne J. Legato, an internationally recognized researcher and women's health advocate.

Lieberman has worked with families and their young children for the past 20 years. Her specialty is the obstacles that parents, particularly mothers, face in bringing up their children and developing forms of intervention to help parents cope with these difficulties. As director of the Child Trauma Research Project, she is conducting a study on the impact of domestic violence on women and their children.

A native of Paraguay, she has special interest in cultural diversity and its influence on women's family roles and childrearing practices. An author of dozens of articles about mothering, childrearing and child development, Lieberman's latest book, "The Emotional Life of the Toddler," has been translated into several languages.

"The women's summit provides an unusually rich opportunity to come together and review issues affecting women," Lieberman said. "As women, we are always on double duty, juggling family and work commitments. This is one day to take time out for ourselves and reflect as a group on how far we've come and what a long way we still have to go."

The cost to attend the summit is $75 but scholarships are available. The event is expected to sell out, so early registration is encouraged. Call 800/255-3976 for tickets. The summit will be broadcast live on the summit's website at www.wibr.com.

Five women to receive honors March 8

Chancellor Mike Bishop will recognize five members of the campus community who have been champions for women through research, teaching and public service at noon on Monday, March 8, in HSW 302.

This year's winners of the Chancellor's Award for the Advancement of Women are faculty member Deborah Grady, staff member Sandra Canchola, and students Liz Haswell, Julia Owens and Sharon Stranford.

Grady, associate professor of epidemiology and biostatistics and medicine, has worked for women on multiple fronts. She is a national leader in hormone replacement therapy and mammography screening, a mentor for women medical students, residents, fellows and junior faculty and an advocate for improved access to health care.

Among her research highlights, Grady is co-principal investigator in an effort to create a population-based mammography registry in San Francisco by using uniform coding and reporting in all of the mammography facilities in the city.

Grady, who is serving as acting chair of the department of epidemiology and biostatistics, is a valued mentor, whose advice on academic and career issues for clinical research fellows has led to their faculty appointments in clinical departments at UCSF. She also established the San Francisco Women's Veteran Comprehensive Health Center in 1993, one of six such centers in the nation.

Canchola, a staff research associate in the department of anatomy and the Keck Foundation for Integrative Neurosciences, has been an advocate for women as a member of several key committees on campus, including the Chancellor's Advisory Committee on the Status of Women (CACSW).

She helped organize the first women's leadership symposium held last March at UC Berkeley and is planning another women's conference for next year. As a member of the Native American Health Alliance, Canchola works to fight racism and sexism, in part by serving regularly on the Dr. Martin Luther King Jr. Commemoration Committee, the Council of Minority Organizations, the Chancellor's Committee on Diversity, the Supportive Work Environment and the Problem Resolution Center Steering Committee. She also volunteers with the Science Education and Health Partnership, teaches an after-school science club and provides outreach assistance to students.

Owens, Haswell and Stranford were nominated together for their collaborative contributions to women at UCSF, particularly their dedication and energy to the Women In Life Sciences (WILS). Run by UCSF graduate students and postdocs, WILS aims to enhance the experience of women scientists at UCSF through education and advocacy.

For the last two years, all of them have led the WILS Mentoring Program, which matches 30 to 50 women students and postdocs each year with women from the UCSF faculty and companies around the Bay Area, organized noontime discussions designed to give practical information and coordinated the Women Leaders in Science Seminar Series, among other things.

In addition to WILS, each student has participated in other campus organizations and events, such as the CACSW and Take Our Daughters to Work Day.

honors & awards

John Baxter, professor, Metabolic Research Unit: Invited to give the annual clinical science lecture of the Karolinksa Institute at Hudding University Hospital, Stockholm. Baxter gave the lecture on March 1.

Harold S. Bernstein, assistant professor of pediatrics: Received a Basil O'Connor Research Award from the March of Dimes Birth Defects Foundation and the Ross Research Award from the Western Society for Pediatric Research for "his contributions to research in pediatrics." Bernstein presented his work on cell cycle regulation and cardiovascular biology during the opening session of the society's annual meeting.

Robert Gibson, associate vice chancellor emeritus: Elected by members of the American Pharmaceutical Association as president-elect. Gibson will become president in March 2000. Gibson plans to address many of the pressing issues that affect pharmacists on a daily basis, such as recognition for the services they provide.

Daniel N.B. Heller, assistant adjunct professor, UCSF/Mount Zion Medical Center and director of School of Medicine Radiology Outcomes Research Group: Selected to receive the 1999 GE-AUR Radiology Research Academic Fellowship, one of only four young radiology investigators in the US to be honored this year. Heller was recommended by senior faculty in the radiology department and selected on the basis of his proposed research project titled, "The Development of an Adaptable and User-Friendly Modeling Environment for Conducting and Interpreting Cost-effectiveness Analysis of Imaging Strategies." These research fellowships are co-sponsored by the Association of University Radiologists and GE Medical Systems, a leading supplier of medical diagnostic imaging technology. Recipients get a stipend of $50,000 for each of two years to allow them to devote a substantial portion of their working time to approved research projects in health outcomes, technology assessment and related areas.

David M. Irby, vice dean for education, School of Medicine: Appointed for a four-year term to the National Board of Medical Examiners representing the Association of American Medical Colleges. The National Board of Medical Examiners is a national nonprofit organization located in Philadelphia, Pennsylvania, that prepares and administers qualifying examinations that have widespread acceptance within both the licensure system for medicine and the medical education system. The examinations are designed to reflect what is taught in medical schools and are intended for administration to students as they progress through their medical education.

Lloyd Kozloff, dean emeritus: Elected to fellowship of the American Academy of Microbiology. An honorific leadership group, the academy recognizes excellence, originality and creativity in all subspecialties of microbiological sciences.

Matthew M. LaVail, professor, ophthalmology, anatomy, School of Medicine: Granted a $60,000 Senior Scientific Investigator Award by Research to Prevent Blindness (RPB). These awards support nationally recognized senior scientists conducting eye research at medical institutions across the US. LaVail is one of 100 scientists at 45 institutions so honored since the award was established in 1987.

LaVail, along with his colleague, the late Roy H. Steinberg, is responsible for developing a very promising potential new therapy for a variety of types of retinal degenerative diseases. Together the scientists showed that certain bioactive amines called "growth factors" had the ability to rescue critical visual cells called photoreceptors (rods and cones) that normally deteriorate in retinal degenerative diseases.

RPB is the world's leading voluntary organization supporting eye research. Since it was founded in 1960, RPB has channeled more than $157 million to medical institutions for research into the causes, treatment and prevention of blinding eye diseases.

Investigation solves mystery of Ishi, last of Yahi Indians

BY LISA CISNEROS & BILL GORDON

In the days since the story of Ishi broke on Feb. 18 prompting a media frenzy, UCSF historian Nancy Rockafellar reflects on what will likely be one of UCSF's top stories of the year.

"I feel that a new chapter is starting. Ishi fascinates us all and watching the repatriation process will be interesting," Rockafellar told Newsbreak last Thursday in between interviews, including one with Australian talk radio.

Rockafellar, a research historian in the history of health science department, reported Feb. 17 that she and Duke University anthropologist Orin Starn discovered that Ishi's brain, removed during an autopsy at UCSF for scientific evaluation, has been stored for the past 83 years by the Smithsonian Institution.

The discovery sets in motion a repatriation process mandated by the Native American Grave Protection and Repatriation Act, which requires federally funded institutions to return Native American remains in their possession to the individual's lineal or tribal descendants.

That Ishi was driven from his homeland, detained, used as a human subject by anthropologists and died from a disease that led to the devastation of California's Native Americans ever since the arrival of Europeans, has not been lost on Rockafellar. "We have to remember that Ishi was literally the victim of a holocaust," she says.

Although as sleuth, Rockafellar has played a major role in telling the sad saga, she is now content to keep her distance as the drama unfolds.

"Returning Ishi's remains for proper burial in his tribal homeland is a very private and sacred event," she said.

Rockafellar was nevertheless drawn to the town of Oroville to attend a Feb. 22 press conference that was called by the Butte County Native American Cultural Committee, a group participating in the effort to bring Ishi home. Her pilgrimage to Oregon was a personal one, she says, partly to see the mountainous region that Ishi once called home and to show her support as a "white advocate for repatriation."

Native Americans believe that "a complete body is necessary for proper burial and release of the spirit," Art Angle, chair of the committee, said at that press conference.

Following a viewing and inspection of the body part, Angle said the committee "will be seeking the full cooperation of the University of California and the Smithsonian Institution in the proper repatriation of all of Ishi's remains for a proper Native American burial."

Rockafellar recommends that UCSF act as an institutional advocate in the repatriation of the remains in her report to Vice Chancellor Dorothy Bainton. A pathologist, Bainton asked Rockafellar in 1997 to investigate the mystery of the missing body part after the Los Angeles Times reported that the Butte County Native American Cultural Committee intended to return Ishi to his homeland, near Mount Lassen. The article also made some startling charges, among them, that "his brain initially was held at UC San Francisco."

Until Rockafellar and Starn completed their investigation, it remained unclear whether the brain had been stored elsewhere or cremated with the rest of Ishi's remains, which currently rest in an urn in a Colma cemetery.

Rockafellar first had to be sure the body part was not at UCSF. As the director of the Oral History Project, a major effort to chronicle the times of UCSF's pioneers, she already had some key sources to contact to begin the fact-finding mission.

She called upon the services of Robert Fishman, professor and chair emeritus, department of neurology, to examine Ishi's medical records. Fishman concluded that the "cause of death was pulmonary tuberculosis" and reported that Ishi likely had Addison's disease, "which was not well recognized at the time and tests to enable this diagnosis were not available."

Besides answering the question of cause of death, Fishman responded to the relevance of removing Ishi's brain. "I wonder whether the fact that Ishi's brain was removed might have been related in part to an anthropological interest."

While an autopsy was a standard procedure following all hospital deaths at the time, Rockafellar reported that removal of Ishi's brain was not. "None of the other autopsy reports from 1914-1916 involved removal or examination of the brain," she wrote.

Rockafellar's work uncovered verbal testimony that the brain had been sent to Washington, but her attempts to locate it through telephone interviews remained unsuccessful. In December 1998, Rockafellar sought the assistance of Starn, who was able to find previously undiscovered correspondence verifying that the brain was sent to the Smithsonian. Starn then met in January with Smithsonian officials in Washington who confirmed that the museum had the brain at a storage facility in Maryland.

CHRIS T. ANDERSON

Nancy Rockafellar

A learning experience

Through a meticulous review of records and numerous interviews, Rockafellar and Starn determined that Ishi's friend Alfred Kroeber, the curator of the anthropology museum where Ishi lived, had offered the preserved brain to the Smithsonian Institution in late 1916.

Kroeber, who was in New York at the time of the autopsy, wrote, "I find that at Ishi's death last spring his brain was removed and preserved. There is no one here who can put it to scientific use. If you wish it, I shall be glad to deposit it in the National Museum collection."

This finding contradicts the established historical view of Kroeber as a protector of Ishi when he came to UCSF in 1911 and as an ardent opponent of an autopsy, Rockafellar says.

> "...a sense of moral discomfort is perhaps a better indicator for action than scientific curiosity."

"The inconsistency of cremating Ishi's remains and some of his belongings without the brain in the face of their knowledge of his beliefs reveals an odd rationale on the part of (the scientists who cared for Ishi)," she wrote.

It seems Kroeber was a more complex character than has been previously reported, a man who worried about exploiting Ishi and also about the cost of his lunches, she says.

"That's what shocked me the most. After reading much about Kroeber over the years, I thought I knew him. He probably thought, 'why not take advantage of the brain for scientific use?' and sent it to Alex Hrdlicka, whose expertise was physical anthropology.

"Kroeber was a younger academic wanting to impress a senior scientist. In fact, we all face those kinds of pressures. It's very understandable what Kroeber did. Anyone in academic life has a human side and a science side."

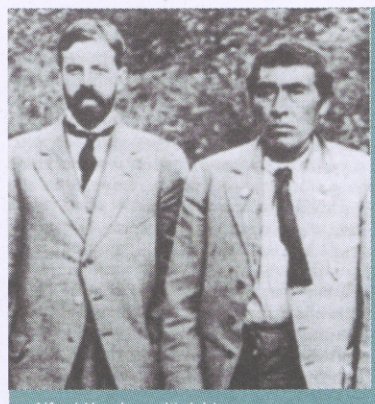
For her part, Rockafellar is grateful to Bainton for not rushing her to submit her report. "There's a tremendous freedom for research on this campus," she says. "I was allowed to hang out with my uncertainly for a year and a half and what resulted was positive proof of what had happened."

"This has been a learning experience and has made me reevaluate how I work with documents. It will make me even more cautious."

Rockafellar concludes her report by offering Ishi's story as a "morality tale" for scientists and physicians.

"The lesson here is not merely an indictment of anthropologists and physicians of the past, but a harsh reminder of the destructive power of hubris," she wrote. "All participants in academic life must recall the historical context of individuals like Pope, Kroeber, and Waterman – and remember that the source of their conviction that they were 'doing the right thing' was the scientific certainty of the day.

"We, in turn, must recognize that a sense of moral discomfort is perhaps a better indicator for action than scientific curiosity."



Alfred Kroeber with Ishi

Ishi, the man behind the mystery

Ishi's story, taught to generations of California schoolchildren, began before the turn of the century when he and the last few survivors of a series of massacres by so-called "Indian hunters" retreated to an isolated valley deep in the Mount Lassen wilderness.

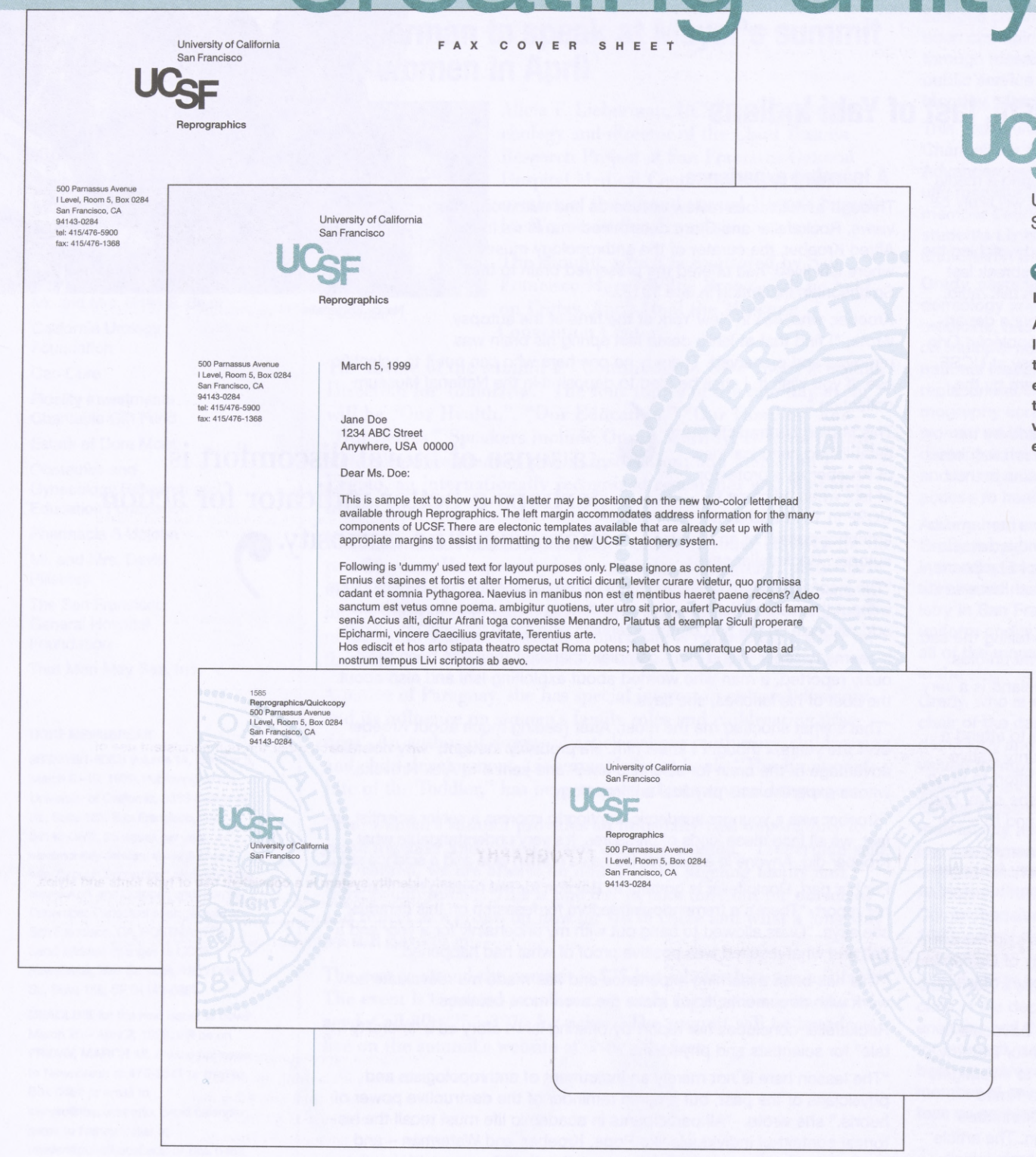
After a surveying party stole supplies in 1908, only he remained alive three years later, Ishi later told anthropologists.

Ishi emerged in a nearly starved condition in 1911 near Oroville, where he was first jailed by the local sheriff before being turned over to anthropologists at UCSF.

Ishi lived the rest of his life at UCSF, teaching anthropologists about his language, beliefs and tribal arts, roaming freely about the campus and the city, and greeting small groups during Sunday afternoon sessions at the Museum of Anthropology where he lived.

Anthropologist Thomas Waterman and museum curator Alfred Kroeber befriended Ishi and attempted, in their way, to protect him from excessive exploitation. But in the years before effective antibiotics they could not protect him from dying at age 55 to 60 of TB.

creating unity through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March 5, 1999
Jane Doe
1234 ABC Street
Anywhere, USA 00000
Dear Ms. Doe:
This is sample text to show you how a letter may be positioned on the new two-color letterhead available through Reprographics. The left margin accommodates address information for the many components of UCSF. There are electonic templates available that are already set up with appropiate margins to assist in formatting to the new UCSF stationery system.
Following is 'dummy' used text for layout purposes only. Please ignore as content.
Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia Pythagorea. Naevius in manibus non est et mentibus haeret paene recens? Adeo sanctum est vetus omne poema. ambigitur quotiens, uter utro sit prior, aufert Pacuvius docti famam senis Accius alti, dicitur Afrani toga convenisse Menandro, Plautus ad exemplar Siculi properare Epicharmi, vincere Caecilius gravitate, Terentius arte.
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BUSINESS CARDS

Business cards are a personal and powerful expression of institutional identity and when standardized, reinforce a sense of unity and institutional pride. Creating a sense of community is particularly important for a multi-site campus such as UCSF. Business cards also represent consistent standards of quality.

Here are samples of the new official UCSF business card layouts. The top layout is for less text than the bottom layout, which accommodates more information.

How to order:

All printed stationery items (including UCSF folders and half sheets not shown here) are available from UCSF Reprographics. To order call 476-5900 or fax 502-2737.

Online generic UCSF stationery, fax cover and memo forms are available via email from university publications, a unit of the UCSF public affairs department. Customized online forms are available for a flat $45 service fee. Contact nheller@pubaff.ucsf.edu with your request.

A fax back system is also available. To use this system, dial 415/476-5061. Select option 6, choose form 4 (UCSF stationery order form) and enter your fax number. The order form will be automatically faxed to you.

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LOGO

An organization's image is encapsulated in its logo. The UCSF logo, now almost 20 years old, has tremendous equity — a fact that argued for its continued use. Retaining it is also very cost-effective. The use of the University of California seal supports the logo and links UCSF to the larger UC system of which it is a valued part. The seal also reinforces UCSF's image as an academic institution, a place of learning, scholarship and discovery.

STATIONERY SYSTEM

Stationery including envelopes, mailing labels and fax cover sheets serve as mini billboards of identity and, considering the volume with which they are used, buttress efforts to create a unique UCSF style that internal and external audiences will recognize immediately.

The new UCSF stationery system is printed on tree-free paper, using soy-based ink.

DESIGN LAYOUT/STRUCTURE

Implementing an identity system can be a lot more than just using the correct logo.

The UCSF logo always appears on the front cover, and the University name is left-aligned with the main heading or subhead creating a strong, contemporary vertical alignment.

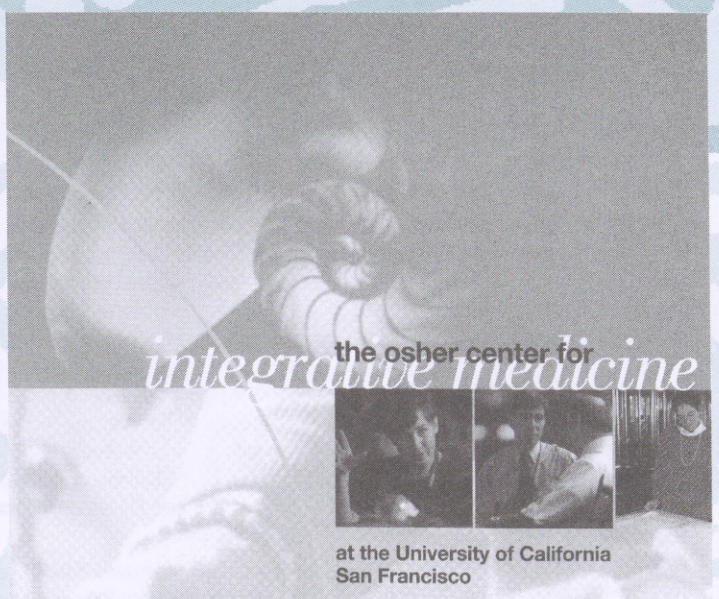
The layout of these brochure covers below is based on the new UCSF identity — a simple, structured format that divides the page into a grid on which elements such as type and graphics align.

design

As a multi-site campus with thousands of employees, UCSF has over the decades presented a cacophony of images and identities to the world — a fact that has contributed to the popular confusion about the University's existence and purpose.

With groundbreaking for the first UCSF research building at a new site at Mission Bay in October, coupled with the creation of a new logo and identity for UCSF Stanford Health Care, the University faced a danger that its identity would become even more confused and diluted.

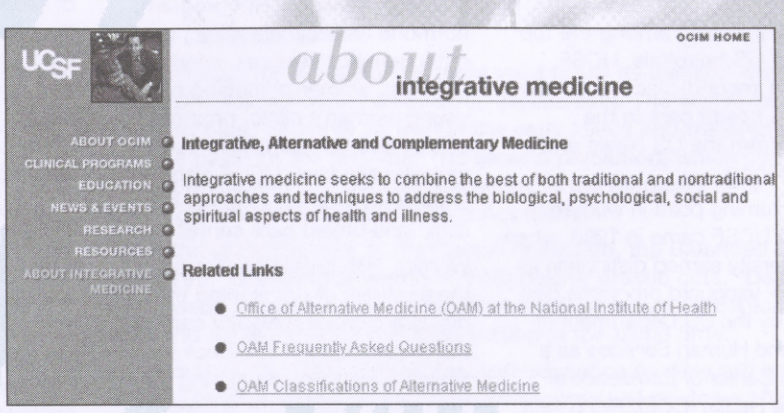
The department of public affairs took up the challenge and responded by developing a new graphic identity system that stamps UCSF's many components as part of a single, storied University. This system unifies and coordinates the University's image to the world — and to each other. Parts of the new identity system may already be familiar: In the last six months, materials have been created for the various schools, the Cancer Center, the Center for Gender Equity, the Osher Center for Integrative Medicine and many other campus clients. The UCSF website, Daybreak, the new shuttle bus designs, business cards, University folders, electronic stationery templates, and the redesigned publication you now are reading are examples as well. What follows is an overview of the system, samples of how it is being successfully applied and instructions on how you, too, can proudly display your University citizenship.



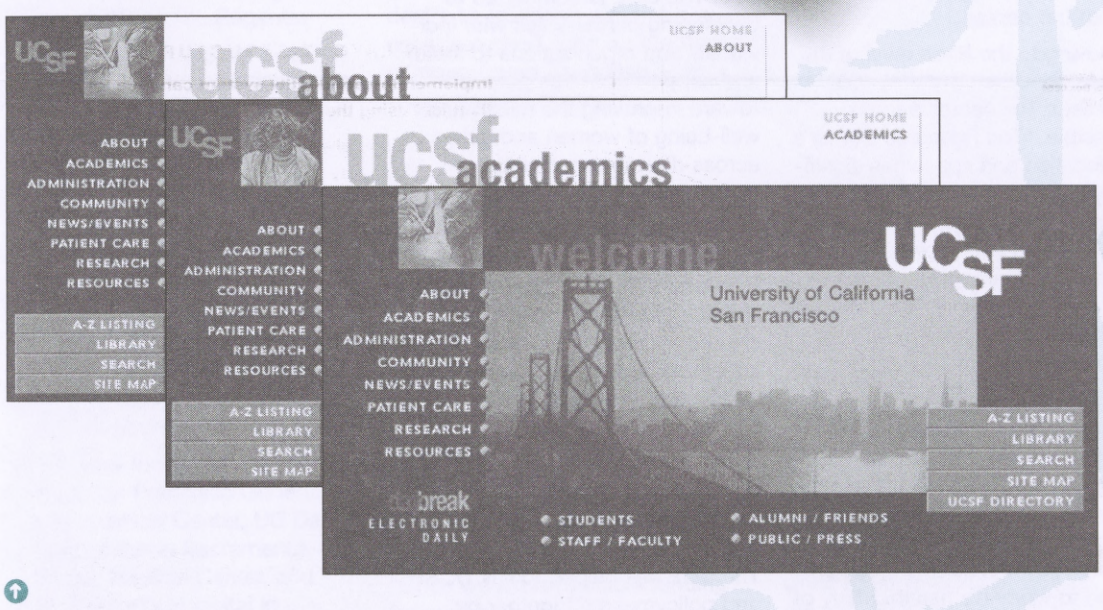
at the University of California San Francisco

COLORS

A key ingredient in making UCSF's identity unique within the UC system is replacing the traditional blue and gold colors with a more contemporary teal blue (Pantone 5493) and black. A secondary palette of several colors has been chosen to complement UCSF's new teal color and is available through university publications, a unit of the public affairs department.


UCSF
OCIM HOME
about
integrative medicine
ABOUT OCIM
CLINICAL PROGRAMS
EDUCATION
NEWS & EVENTS
RESEARCH
RESOURCES
ABOUT INTEGRATIVE MEDICINE
Integrative, Alternative and Complementary Medicine
Integrative medicine seeks to combine the best of both traditional and nontraditional approaches and techniques to address the biological, psychological, social and spiritual aspects of health and illness.
Related Links
Office of Alternative Medicine (OAM) at the National Institute of Health
OAM Frequently Asked Questions
OAM Classifications of Alternative Medicine

Print and web materials complement each other through consistent use of supporting graphics.



THE UCSF WEB STANDARDS

The UCSF website was designed and built within the new graphic identity system, and serves as a visible example of a model that will define and represent UCSF in the electronic medium.

The Osher Center for Integrative Medicine website design, top right, shows how a website can be both creative and unique and still manage to be part of the UCSF main site identity.

To access web guidelines, contacts, tutorials and the latest information go to http://pubaffr.ucsf.edu/new_media/.

TYPOGRAPHY

Underlying any successful identity system is a consistent use of type fonts and styles. Variations within these typefaces allow for individual expression and distinction. The recommended fonts to be used as part of the new UCSF identity are Helvetica and Bodoni for Macintosh users and Ariel and Times New Roman for PC users.

SHUTTLE BUS

Vehicles are a very important medium because they are moving advertisements capable of communicating multiple messages, including UCSF's identity to a great number of people.

Every exposure of UCSF both internally and externally is an opportunity to promote the University, therefore it is imperative to present UCSF's image consistently. By reinforcing a consistent image, UCSF creates recognition among our vast and various audiences and when coupled with effective public affairs efforts, engenders institutional pride.

UCSF: Championing female-focused health care

BY ABBY SINNOTT

Editor's note: This is the first of a two-part series to update the efforts of the UCSF Center of Excellence in Women's Health.

San Francisco is one of the healthiest cities in America for women, due, in no small part, to the exceptional women's health program at UCSF.

Taking into account health care, fitness, safety, environment, work and family life, the American Health for Women magazine recently voted San Francisco as the second healthiest place to live in the US. "Long before it was cool to be concerned about women's health, [UCSF] championed female-focused issues such as breast health and infertility," the author wrote.

Typically included among the top ten of all US hospitals, UCSF earned a second-place ranking in women's health care in the country from the US News and World Report.

A major turning point in women's health at UCSF came in 1996, when the University earned distinction as one of six vanguard programs designated by the US Department of Health and Human Services as a National Center of Excellence in Women's Health (COE). Along with the title came funding with which to plan and implement a novel model of health care.

"The designation is a wonderful recognition that UCSF has all the components necessary to create a new model for the advancement of women's health," says Nancy Milliken, director of the UCSF COE. "The COE is striving to build an infrastructure and programs that will enable individuals from multiple disciplines and communities to work together in new synergistic ways."

The COE's mission is to improve women's health by taking a multidisciplinary approach — recognizing the interdependence of research, clinical care, education, leadership, and community.

Over the last three years, the COE has worked to provide:

- integrated primary care and ob/gyn services for women with collaborative linkages to UCSF women-focused specialty health care services;
- attention to psychological issues in health, including integrating mental health services into health care for women;
- a research agenda on women's health issues, including developing strategies to promote women's participation in research activities, especially those traditionally underrepresented;
- educational programs and materials for the public and health care providers in women's health that incorporate new research findings;
- the integration of women's health curriculum into medical school education;
- a plan to foster the recruitment, retention and promotion of women in academic medical careers;
- networking within the community to form alliances with business groups, consumer groups, scientific organizations and public policy leaders.

Patient care

The COE is developing models of clinical care that incorporate the values of patient satisfaction, informed decision-making and gender-specific quality. The five clinical sites of the UCSF COE, which comprise the UCSF women's health program, offer a broad range of primary care, obstetrics/gynecology and specialty services for women across their life span.

The UCSF women's health specialty-network includes a continence center, gynecologic oncology services, HIV program, hormone assessment clinic, prenatal genetics services, infertility program, women's imaging center, young women's clinic, pharmacology and gender-based cardiovascular services. UCSF also has a specialty women's mental health clinic and breast care center.

Women with breast cancer and those at risk of developing the disease receive specialty care at the UCSF Carol Franc Buck Breast Care Center. Offering more than just disease-specific treatment, the center provides the convenience of one-stop visits by including oncologists, psychologists, nutritionists, radiologists, radiation oncologists, surgeons, pathologists, and epidemiologists in the spectrum of care.

"When the right people come together who all share the same goal and vision of improving women's health care and work as a team, then we are able to make advances in women's care much faster," says Laura Esserman, director of the Breast Care Center. "The COE has allowed me to go beyond providing women with just breast cancer care, it has helped to build a cohesive network of people who can help provide women with the best and most comprehensive care."

A multidisciplinary approach is crucial, she adds, because many times women who visit the Breast Care Center are concerned about other health issues like managing menopause or estrogen replacement therapy. In these cases, it is necessary to have access to experts who can talk to a woman about her other health concerns.

The Breast Care Center is currently working with the COE to develop a high-risk clinic for women who do not have breast cancer, but are at a high risk of developing the disease and therefore need to be monitored. The goal of the new clinic is to organize a range of services to support women at risk including the ability to participate in clinical trials, Esserman says.

The COE also helped to facilitate the birth of a specialized clinic focused on women's mental health issues, called WomenCare Mental Health Clinic, says its director Ellen Haller, a UCSF associate adjunct professor of psychiatry. WomenCare is a clinical, educational and research service dedicated to delivering gender-specific mental health care to female patients.

"Sixty percent of psychiatric outpatients are women and depression is twice as common in females as it is in males," Haller says. "There are many mental health problems that are unique to women, such as PMS and postpartum disorders."

Under the leadership of the COE, task forces including experts from psychiatry, obstetrics and gynecology, and internal medicine are designing innovative approaches to co-manage women with depression and eating disorders.

Patient education

Women are the frequent shoppers of health care for themselves and their families, making 70 to 90 percent of all health care decisions. And as such, one of the main goals of UCSF's women's health is to make women better informed health care consumers.

One place to get information is the Women's Health Resource Center, a recently expanded program for women of all ages.

"The Women's Health Resource Center's mission is to empower all women to become more informed decision makers about their health by providing them with the tools that will help them become active partners in their health care," says Hadley Dynak, manager of the center.

By moving to the Plaza level of the Ambulatory Care Center at 400 Parnassus, the center is more accessible. "The Resource Center's new location and space has significantly increased the number of women who visit the center," says Milliken, associate chair of clinical programs, department of ob/gyn and reproductive sciences. "We are delighted that the new and improved center enables us to serve a broader community."

Through a lending library and minibookstore, the center offers women and their families access to a wide range of patient education materials, including information on clinical trials and research related to women's health. Many of these materials have been developed by the COE and are culturally sensitive, up-to-date, and translated into several languages.

The center also has a patient referral specialist on staff who helps women navigate their way through the UCSF Medical Center, part of UCSF Stanford Health Care, by finding them a health care provider who meets their individual needs.

The Great Expectations Pregnancy Program is also coordinated by the Resource Center. Expecting parents can participate in childbirth/parenting classes, lend parenting and prenatal books and videos from the library, and participate in a breast pump rental and sales program.

Community outreach

The COE believes that by combining the resources of the University with the strengths of the community, improvements in women's health are accomplished that reflect women's lives and priorities in the Bay Area. The UCSF women's health group relies on women's insights in the community to help them shape their program.

CHRIS T. ANDERSON

Nancy Milliken, right, director of the Center of Excellence (COE) on Women's Health, chats with Rita Redberg, co-director of the COE and UCSF associate clinical professor of medicine and anesthesia.

For instance, over the past few months, UCSF has been conducting focus groups with diverse women in the Bay Area to hear their thoughts on health care. The information gained during these focus groups has helped UCSF improve their program. When Chinese-American women expressed a desire to have a female physician on board who speaks Mandarin, UCSF hired Anne Chang, a bilingual internist at its Daly City clinic.

Through its Community Network Project, the COE hosts a series of ongoing community events, often in alliance with community agencies. The COE is committed to developing partnerships with individuals and organizations to foster and support activities geared toward improving the health and well-being of women and girls across diverse communities.

For instance, the COE works with the California Elected Women's Association for Education and Research (CEWAER), the nation's oldest and largest association of elected and appointed women dedicated to networking, collaborating, distributing information and training on public policy issues. CEWAER is currently organizing with the COE an Older Women's Health and Wellness Summit, which will take place in May.

The COE has helped to link UCSF and policymakers together by hosting seminars where both communities serve together on panels to discuss issues related to specific topics of interest important to both groups, says Taffy Rau, executive director of CEWAER. "This linkage is important since this an opportunity for the academic community to affect policy-making and initiate change," she says.

Another example of the COE's community outreach efforts is the popular Women's Health 2000 and Teen Health 2000 symposia, hosted by the UCSF COE, Obstetrics and Gynecology Research and Education Foundation, and department of obstetrics, gynecology and reproductive sciences. These symposia run concurrently and are designed to address the issues, concerns and challenges women face in seeking health and wellness.

Women's Health 2000

This year's conference titled "Optimizing Your Health for the New Millennium, is slated for Saturday, March 20, from 8:30 a.m. to 4:30 p.m., on the Parnassus campus. Topics include memory loss, alternatives to hysterectomy, insomnia, sexual harassment, sexual risk taking and stress reduction. For more information, call 263-0321.

(MISSION BAY FROM PAGE 1)

expected that UCSF's presence will be a magnet to attract private-sector research and development companies. In fact, the plan to spur a biotechnology hub is being promoted and marketed by Catellus with assistance from the San Francisco Partnership and the Bay Area Life Sciences Alliance (BALSA), a group of business and civic leaders that formed a limited liability company with UCSF to help develop the campus last March.

"UCSF has long been known for its innovative collaborations among scientists, so it is fitting that an equally innovative public-private collaboration, such as that between BALSA and UCSF, is creating a new future for San Francisco by helping to make UCSF Mission Bay campus a reality," said San Francisco businessman Sandy Robertson, member of the board of BALSA.

Need for expansion

As specified in UCSF's Long Range Development Plan, Mission Bay will allow UCSF to expand its research programs. UCSF cannot expand at its principal location on Parnassus Heights and, in fact, will slightly decrease the total amount of space as it replaces some outdated buildings, such as UC Hall, with modern laboratories and teaching facilities. These changes will bring UCSF closer to complying with the space ceiling on Parnassus set by the Regents.

"We are trying to sustain a world-class health science campus with less space and infrastructure than any of the institutions to which we are commonly compared," said Bishop.

When completed, UCSF's Mission Bay campus will be about three-quarters the size of the 3.75 million-square-foot Parnassus site.

A faculty committee began to consider over a year ago which specific programs to move to Mission Bay in the first phase. It chose four: structural and chemical biology; molecular, cell, and developmental biology; genetics; and neurosciences.

Scientists in structural, chemical, molecular and cell biology and those involved with the new program of novel technologies will occupy the first building 24, which measures 385,000 gross-square feet or about the size of one and a half football fields. Scientists in developmental biology, genetics and neurosciences will occupy a second smaller research building, called 19B, which measures 165,000 gross square feet. (All buildings are numbered after the parcel number.)

UCSF hopes to complete building 24 in 2002 and building 19B in late 2002 or early 2003, Hall said. The campus community center, known as building 21, will follow shortly thereafter.

"This bold and ambitious program will thus meet our faculty's desire to establish a major presence in a short time on the new campus," said Zach Hall, vice chancellor for research.

Among highlights of the Mission Bay campus master plan:

- The campus is organized around three major open space areas: the plaza, the green, which will be 30 percent larger than Union Square, and the courts.
- Clusters of research buildings are focused around seven gardens, and a campus community center, to foster collegial interaction between faculty, students and staff.
- The first research building will house a 200-seat auditorium, a café with indoor and outdoor seating and has an amphitheater.
- The community center will accommodate all student services, a large fitness center, dining facilities with a bar and an 800-seat auditorium.
- As part of the land transfer agreements, the campus site also includes a spot for a school to be developed by the San Francisco Unified School District.

"Building a campus at Mission Bay is the most important UCSF undertaking in its 145-year history," Haile Debas, dean of the School of Medicine, said at his Feb. 23 faculty address. "It will set the direction of the campus for the next 100 years and has enormous implications for the future of the City and County of San Francisco as well."

DAVID POWERS

An aerial view of Mission Bay

(BILL FROM PAGE 1)

Serving all 33 million residents of California, the system is under the direction of the UCSF School of Pharmacy and consists of four sites around the state where specially trained pharmacists, nurses, and other health care providers respond to calls for suspected poisonings 24 hours a day.

The sites are located at the UCSF-affiliated San Francisco General Hospital Medical Center, UC Davis Medical Center in Sacramento, UC San Diego Medical Center, and Valley Children's Hospital in Fresno/Madera. The toll-free number for the public for poisoning emergencies regardless of statewide location is 1-800-876-4766 (1-800-8-POISON).

In announcing his proposal, Shelley emphasized that CPCS is a life-saving and cost-effective public health program.

"It takes only $6 million per year to keep this vital program operating. It saves many more dollars than that, as well as saving people the trouble of unnecessary emergency room visits. Not to mention the fact that the ability of CPCS to react immediately saves lives," he says.

It is estimated that CPCS saves the state about $30 million a year in health care costs, including unnecessary visits to hospital emergency departments and reduced hospital stays.

Research by the US Department of Health and Human Services has shown that for every dollar spent on poison centers, $7 is saved in medical costs. The average cost of each call to a poison center is $31 while the average cost of the call regarding a poisoning emergency if other parts of the medical system are called — such as 911 — is more than $900.

Shelley's bill, AB 1043, will now go to committee where it is expected to undergo some revision. It's hoped that the bill will be passed by the state legislature before the end of the summer, according to Stuart Heard, CPCS executive director and UCSF assistant dean of pharmacy.

Heard stressed that a solid financial base is essential for long-term planning and to maintain the quality of CPCS.

"Once we achieve stable funding for our basic emergency services we can concentrate on our equally important responsibility of providing poison prevention education to the public, particularly in our non-English speaking communities," he says. Callers to CPCS can obtain advice in more than 100 languages.

CPCS began operation as an integrated system in January 1997 under the direction of the UCSF pharmacy school. Previously there were regional poison control centers around the state that received the majority of their funding at the local level, principally from their host hospitals, and that coordinated with each other on an informal basis. Health care financing changes in the 1980s began limiting the ability of hospitals to support such broad-based public services, which led to many years of patchwork and crisis-oriented funding schemes.

In 1996 it was recommended that California organize a single, unified system. UCSF submitted a proposal and received state government one-time-only seed dollars to get the system up and running for the first two-and-one-half years.

The new system has saved money through reduced administrative costs, use of high-tech computer and telephone software to improve efficiency, use of standardized guidelines to manage calls, and streamlined data collection, according to Heard.

"We met our initial goal, which was to organize a first-class statewide service, and now if Shelley's proposal passes, we will have a solid funding base to keep it running at this level," he says.

Recent studies have shown that close to 80 percent of all accidental poisonings can be managed at home, Heard notes.

As part of its public service, CPCS also sponsors community outreach programs, including a toll-free education information line for callers who would like stickers and poison prevention materials. (The voicemail number for this education line is 1-800-582-3387).

CPCS also provides information to physicians and other health care professionals through its Medical Toxicology Consultation Service, which includes consultations by fax for hospitalized patients and a pesticide reporting service.

At the federal level, a bill that would provide $25 million to support poison control efforts nationwide currently is in the House of Representatives. Called the Poison Center Enhancement and Awareness Act of 1999, it is designed to provide matching funds to regional and state poison control programs. The future of this legislation is unknown and if any portion of this money does come to California, it would serve only as a supplement to overall CPCS operating costs. A stable funding source for CPCS is still necessary, according to Heard.

(DEBAS FROM PAGE 1)

A new revolution

"The rationale for the merger is more valid today as we face what I call the second revolution in health care," Debas said. The first revolution, managed care, began in earnest in the early 1990s and transferred risk from the payer to the provider. The second revolution, which comes as the first revolution has reached a plateau, is the Medicare cuts resulting from the Balanced Budget Act (BBA).

"What the guillotine was to the French revolution, the Balanced Budget Act of 1997 is to this revolution — both deliver drastic cuts," Debas said. "Medicare and Medi-Cal reduced reimbursement for clinical services and for graduate medical education at the same time.

As a result of the BBA, indirect medical education funding will be reduced by 29 percent and Medicare payments will go down 10 percent. "In addition, it is estimated that we will lose $2 million for every 1 percent of our Medicare patients that switch to Medicare managed care," Debas said.

The faculty's work also is being burdened by ongoing Medicare audits and compliance issues that have caused them to devote significant time to chart documentation — time that used to be spent seeing patients or teaching, Debas said.

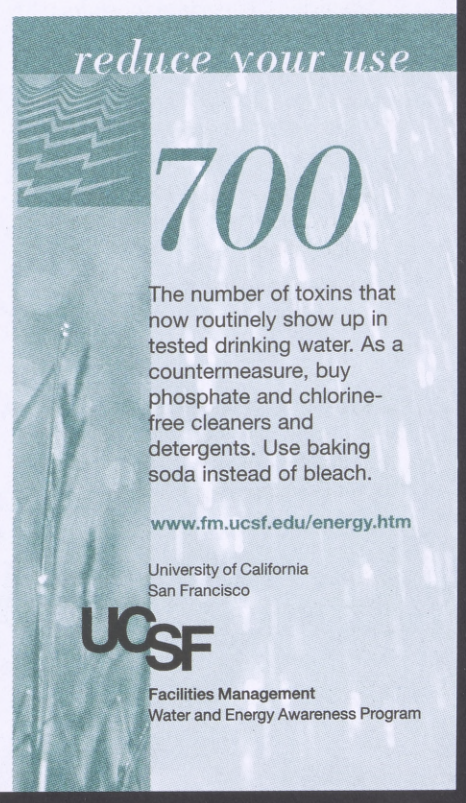
Academic medical centers are also hurt by health care market trends. Under "capitated" managed care, health care providers are paid a set rate to treat each patient. Currently, 6 percent of UCSF Stanford's patients are covered by capitated managed care. For UCSF Stanford, every percentage increase in capitated patients results in a $6 million loss of revenue.

Faculty are also faced with paying for their malpractice coverage, per a July 1997 mandate from the UC Office of the President.

The pressures associated with planning the Mission Bay campus have added work for faculty and staff, in the form of fundraising and planning. Anxieties also abound around who will stay at Parnassus Heights and what will happen to Parnassus after the new campus is built.

"A very exciting proposal has been submitted to the Chancellor," Debas said. "As exciting as the prospect of a new campus at Mission Bay is, I want to assure you that Parnassus will not be neglected or abandoned." Debas said that San Francisco General Hospital Medical Center will be very much affected as the Gladstone and Gallo institutes move to Mission Bay. "We must develop strategies to mitigate that impact," he said.

Debas said that he will begin a six-month sabbatical on July 1. He will be going to Oxford University in England to finish writing a book and to do research on international medical education and health care. Debas will return January 1, 2000. Vice Dean William Margaretten will serve as acting dean. Holly Smith will support him on matters related to Mission Bay, and Lee Goldman on issues dealing with UCSF Stanford.


reduce your use
700
The number of toxins that now routinely show up in tested drinking water. As a countermeasure, buy phosphate and chlorine-free cleaners and detergents. Use baking soda instead of bleach.
www.fm.ucsf.edu/energy.htm
University of California
San Francisco
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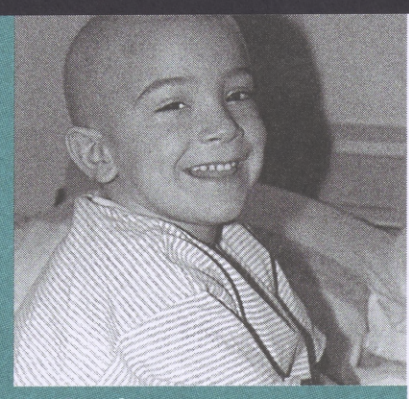
calendar

March 6–19, 1999



Nicky Pontazēlos

6 saturday

ADULT CPR: The CPR Center at UCSF offers CPR training, Millberry Union, Parnassus. Free classes start at 9, 10, and 11 a.m. in English and noon in Spanish. Call 1-888/686-3600 to register.

LOW VISION FORUM: Bill Gerrey, electrical engineer, Smith Kettlewell Eye Research, presents "Low Vision Forum," 11 a.m.-1 p.m., ACC, Parnassus. Learn about electrical equipment for the visually impaired. Free. Call 626-5313.

8 monday

AWARDS CEREMONY: See page 2 for story.

FOR YOUR EYES ONLY: Richard Abbott, professor, clinical ophthalmology, cornea and refractive surgery service, presents "Better Vision Now," 6 p.m., 8 Kirkham St. Learn new surgery options for vision correction. Free. Call 476-5021.

QI GONG CLASS: Millberry Programs & Services offers classes in this ancient form of Chinese meditation, Mondays, 8:15-9:30 p.m., through March 29, MU Fitness Center, Parnassus. Fee. Information: 476-0350.

9 tuesday

SHOPPING SPREE: Empact! Presents holds a "Spring Shopping Spree," 8 a.m.-4 p.m., MU Conference Center, Parnassus. The selection will be diverse and plentiful, as a number of commercial and local vendors have been invited to sell their works.

WOMEN OF COLOR MEET: The Center for Gender Equity hosts "Building Leadership: A Breakfast Symposium for Women of Color," 8:30-10:30 a.m., Lange Reading Room, Library, Parnassus. Fee. Call 476-4849.

10 wednesday

DEAN VISITS: Richard H. Dean, an internationally recognized expert in the area of renovascular hypertension, presents "Renal Revascularization for Ischemic Nephropathy", 7–8 a.m., Toland Hall, Parnassus. As the 1999 Pacific Vascular Research Foundation Visiting Professor at the department of surgery, he will also lecture on "Prophylactic Empiric Renal Interventions" from 5 to 6 p.m., in S 161.

GI SEMINAR: Wei-Fang Ko, fellow, GI Division, presents "Survival Analysis of AIDS Cholangiopathy," 8-9 a.m., S 214, Parnassus.

GI GRAND ROUNDS: Neil Stollman, assistant professor, medicine, University of Miami, presents "Diverticular Disease of the Colon in Adults," 9-10 a.m., S 214, Parnassus.

BROWN BAG LECTURE: Wendy W. Leng, assistant professor, urology and urologist, family practice, UCSF Stanford Health Care, presents "You Are Not Alone," 12:10 p.m., HSW 300, Parnassus. A discussion about urinary incontinence. Sponsored by Public Service Programs. Call 476-4394.

ROUNDTABLE: The Academic Business Officers Group (ABOG) presents "Vice Chancellors' Roundtable: Strategic Vision for the Year 2001," 12:10-2 p.m., HSW 302, Parnassus. Featured speakers are UCSF's vice chancellors, who will make a brief presentation and take questions from the audience. Free. Call 476-8021.

GRAND ROUNDS: Tom Lue will moderate the "Urology Grand Rounds," 6-8 p.m., HSW 301, Parnassus. Sponsored by the urology department.

TOLAND HALL MURALS: Robert A. Schindler, professor and chairman, department of otolaryngology-head and neck surgery, UCSF Stanford Medical Center, presents "Toland Hall Murals: An Oral History," 8 p.m., Toland Hall, Parnassus. Free. Sponsored by the Bay Area History of Medicine Club.

11 thursday

NOONTIME FILM SERIES: The Disability Interest Group sponsors the screening of "Pins and Noodles," noon-1 p.m., Toland Hall, Parnassus. Suffering from severe food allergies, a videographer and food enthusiast travels from SF's Chinatown to Saigon, Taiwan, and Hong Kong in search of a cure. Partially open-captioned. Call 502-7097 or email alwong1@itsa.ucsf.edu.

GAY CULTURE MOVIE: The Center for Gender Equity presents the movie "Beauty Before Age: Growing Older in Gay Culture," noon-1:30 p.m., N 217, Parnassus. This groundbreaking film explores the pressure to look young and attractive, the lack of positive older role models, and the ways in which AIDS intensifies the fear and process of aging. A brief discussion will follow. Free. Call 476-5222.

MEDICAL GRAND ROUNDS: Steven Z. Pantilat, assistant clinical professor, dept. of medicine, presents "Care of the Dying Patient," noon-1 p.m., N 225, Parnassus. Sponsored by the Department of Medicine. Call 502-2762.

CHANCELLOR'S CONCERT: Mack McCray, piano, performs "Liszt's The Blessing of God in the Wilderness" and "Liszt's Fantasy on Bellini's Opera Norma," 12:10-12:45 p.m., Cole Hall, Parnassus. Free.

COLE HALL CINEMA: "Meet Joe Black," rated PG-13, 5:45 & 9 p.m., Cole Hall Cinema. Cost $2-3.50.

MUSIC IN THE LIBRARY: Del Sol String Quartet and Burnt Earth will perform at 6 p.m., Campus Library, Lange Reading Room. Free.

13 saturday

SENIOR WORKSHOP: The Institute for Health & Aging and Osher Center for Integrative Medicine host "A Workshop for Older Adults on Alternative Medicine," 8:30 a.m.-12:30 p.m., Laurel Heights, 3333 California. Free. To register, call 750-5342.

DENTAL EMERGENCIES: The School of Dentistry sponsors a workshop titled "Prevention and Management of Medical Emergencies in the Dental Practice," 8:30 a.m.-2:30 p.m., Cole Hall, Parnassus. A portion of the session will incorporate actual clinical vignettes to simulate the recognition and treatment of common and significant medical emergencies. Fees. Co-sponsored by the UCSF Educational Support Services. Call 476-1101.

UC JOB FAIR: The UC Alumni Associations present "Explore, Expand, Experience," an all-day career conference, City Center Marriott, Oakland. Event features more than 30 workshops on career-related topics and representatives from leading companies will be recruiting. To register or to get more information, call 510/987-0040.

ORCHESTRA PERFORMS: See upcoming events.

14 sunday

NICKY'S RAINBOW RUN: Join in a 10K run or 3M walk/run to benefit children with leukemia and other serious illnesses, 8 a.m., Golden Gate Fields, Albany. Named for Nicky Pontazelos, who lost his battle with a rare form of leukemia at age five, this event will raise money for amenities for pediatric patients at UCSF Medical Center. For more information, call 510/704-6599.

15 monday

QI GONG CLASS: See March 8 listing.

16 tuesday

ART EXHIBIT: The Center for Gender Equity sponsors "Glass Paines Project," 10 a.m.-3 p.m., MU Conference Center, Golden Gate Rm., Parnassus. The Glass Paines Project, a visually stunning and empowering exhibit, illustrates the experiences of individual working women. Women are invited to contribute to the exhibit by making their own "Glass Paine." Co-sponsored by EMPACT! Presents. Free. Call 476-5222.

BROWN BAG LECTURE: Diana Taylor, associate professor, school of nursing, presents "Women's Health and Illness Across the Lifespan," noon, Mount Zion, Herbst Hall. Hear a discussion of the changing patterns of women's health and tools for wellness. Sponsored by Public Service Programs. Call 476-4394.

ORCHESTRA PERFORMS: See upcoming events.

17 wednesday

ST. PATRICK'S DAY

GI SEMINAR: Linda Ferrell, professor, surgery, presents "Overview of Liver Pathology," 8-9 a.m., S 214, Parnassus.

GI GRAND ROUNDS: Charles Zipkin and GI Fellows present "Unknown Cases," 9-10 a.m., S 214, Parnassus.

BROWN BAG LECTURE: David G. Hwang, associate professor, medicine and co-director, cornea and refractive surgery service, Beckman Vision Center, a part of UCSF Stanford Health Care, presents "Seeing is Believing," 12:10 p.m., HSW 300, Parnassus. Hear an update on the latest methods using laser vision correction. Sponsored by Public Service Programs. Call 476-4394.

SUMMER CARE FAIR: Start planning for a great summer for your kids. Meet program representatives, 5-8 p.m., MU Conference Center, Parnassus. Exciting raffle prizes include two-week enrollment in the '99 UCSF Summer Day Camp of your choice. Sponsored by UCSF Child Care services and Outdoors Unlimited. Call 476-2692.

ENDOUROLOGY SEMINAR: Marshall L. Stoller presents "Disillusion Therapy," 5-6 p.m., M 464, Parnassus. Sponsored by the urology department.

URORADIOLOGY CONFERENCE: Emil A. Tanagho and Hedvig Hricak present "Uroradiology Conference," 6-7 p.m., M 464, Parnassus.

18 thursday

AESTHETIC SURGERY: "The 11th Annual Symposium on Aesthetic Surgery," March 18-20, Palace Hotel, San Francisco. This interactive symposium, featuring live surgery, is designed to provide a review and update of current techniques in aesthetic surgery for board certified or board qualified plastic surgeons. Fees. Call 476-0318.

TRANSFUSION SAFETY: "Advances in Transfusion Safety," March 18-20, Holiday Inn, 1500 Van Ness Ave. Learn about current research and efforts to develop a virtually risk-free blood supply. Speakers include experts from diverse fields. Fees. To register, call 502-1795.

BROWN BAG LECTURE: Nancie Davidson, counselor, faculty and staff assistance program, presents "Transition and Turbulent Times," noon, MCB, 6th floor. Board room. Learn about understanding transition and strategies for change management. Sponsored by Public Service Programs. Call 476-4394.

MEDICAL GRAND ROUNDS: Wade S. Smith, assistant professor, clinical neurology and director, stroke service, presents "Current Treatment of Acute Ischemic Stroke," noon-1 p.m., N 225, Parnassus. Sponsored by the department of medicine. Call 502-2762.

19 friday

ON DIPLOMACY: The American Management Association (AMA) offers a course titled "Handling People with Diplomacy and Tact," Laurel Heights, room 307. Learn new techniques to work better together and overcome the frustrating people problems that destroy enthusiasm and threaten personal and unit success. Enroll online at: http://training.ucsf.edu or call 476-3637.

upcoming events

UCSF Orchestra

Stephen Paulson, music director of the UCSF Orchestra, continues his inaugural season with a pair of concerts on Saturday, March 13, at 8 p.m. at Calvary Presbyterian Church and Tuesday, March 16, at 7:30 p.m. at the Millberry Union Gym. The concert programs will include excerpts from Beethoven's String Quartet No. 3, Op 59, "Rasoumovsky," Aaron Copland's "Appalachian Spring" and the Sibelius Symphony No. 2. Tickets are priced at $10 for general admission and $5 for students with valid ID. For more information, call 986-6026.

Achieving intimacy

David Bullard, an experienced speaker and therapist, will lead a discussion, titled "Communicating from the Heart: Cancer Intimacy & Sexuality," focusing on the sensitive challenges and opportunities for intimacy during treatment for cancer and after cancer.

Bullard will explore ways to improve communication and improve intimacy on Monday, March 22, from 5:30 to 7:30 p.m., at the UCSF Cancer Resource Center, 2356 Sutter Street, 1st Floor.

A member of the clinical faculty in medicine and psychology at UCSF, Bullard has had a private practice of individual and couples therapy in San Francisco since 1976. For more information or to RSVP, call the Resource Center at 885-3693.

Research forum

The UCSF Center for Aging in Diverse Communities and the Medical Effectiveness Research Center invite the campus community to a symposium titled "Health Research in Communities of Color: Are We Making A Difference?"

The forum will be held on Tuesday, March 23, from 4 to 6 p.m., in the Chancellor's Room at Laurel Heights.

The goal of the event is to encourage dialogue between UCSF researchers and community members with the goal of improving the health of underserved populations.

To attend or to get more information, call Sylvia Correro at 476-9933.